

CONTRACT



KUSA-TV
500 Speer Blvd.
Denver, CO 80203
(866)858-5322

www.9news.com

And:

Greer Margolis Mitchell/ Pol
3050 K St NW
Washington, DC 20007

<u>Contract / Revision</u> 724130 /		<u>Alt Order #</u> 06387829
<u>Product</u> OBAMA/#2175 60'S		
<u>Contract Dates</u> 10/25/12 - 10/29/12	<u>Estimate #</u> 2175	
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KUSA	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KUSA	10/25/12	10/29/12	Late News M-F	10-1035p		1:00				NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/12	10/31/12	M--TF--				1	\$5,600.00	0.00			
N 2	KUSA	10/25/12	10/29/12	Tonight Show	1037-1137p		1:00				NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/12	10/31/12	M--TF--				1	\$2,600.00	0.00			
N 3	KUSA	10/25/12	10/29/12	9News 5pm	5p-530p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/12	10/31/12	M--TF--				1	\$3,200.00	0.00			
N 4	KUSA	10/25/12	10/29/12	9News 6pm	6p-630p		1:00				NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/12	10/31/12	M--TF--				1	\$3,600.00	0.00			
N 5	KUSA	10/25/12	10/29/12	9News 6am	6-7am		1:00				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/12	10/31/12	M--TF--				1	\$2,800.00	0.00			
N 6	KUSA	10/25/12	10/29/12	Entertainment Tonight	630-7p		1:00				NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/12	10/31/12	M--TF--				1	\$3,200.00	0.00			
N 7	KUSA	10/25/12	10/29/12	Today Show	7-9am		1:00				NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/25/12	10/31/12	M--TF--				1	\$2,600.00	0.00			
N 8	KUSA	10/26/12	10/26/12	Mockingbird Lane	7-8p		1:00				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,800.00	0.00			
N 9	KUSA	10/27/12	10/28/12	NBC Nightly News Weekend	430-5P		1:00				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----SS				1	\$5,000.00	0.00			
N 10	KUSA	10/27/12	10/27/12	9News 5p Sat	5-6p		1:00				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$2,000.00	0.00			
N 11	KUSA	10/28/12	10/28/12	Denver Broncos Football	Denver Broncos Fc		1:00				NM	1	\$60,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract / Revision</u> 724130 /		<u>Alt Order #</u> 06387829
<u>Contract Dates</u> 10/25/12 - 10/29/12	<u>Product</u> OBAMA/#2175 60'S	<u>Estimate #</u> 2175
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
												1	\$6,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		10/22/12	10/28/12	-----S				1	\$60,000.00	0.00			
N 12	KUSA	10/28/12	10/28/12	Meet The Press	Sun 9-10a		1:00				NM	1	\$6,000.00
												1	\$7,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		10/22/12	10/28/12	-----S				1	\$6,000.00	0.00			
N 13	KUSA	10/25/12	10/25/12	Office/ PArks & Rec	8-9p		1:00				NM	1	\$7,000.00
												1	\$6,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		10/22/12	10/28/12	---T---				1	\$7,000.00	0.00			
N 14	KUSA	10/25/12	10/25/12	Rock Center with BW	9-10p		1:00				NM	1	\$6,000.00
												1	\$6,000.00
Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		10/22/12	10/28/12	---T---				1	\$6,000.00	0.00			
Totals										0.00		14	\$112,400.00

Time Period	# of Spots	Gross Amount	Net Amount
10/22/12 - 10/28/12	12	\$107,000.00	\$90,950.00
10/29/12 - 11/04/12	2	\$5,400.00	\$4,590.00
Totals	14	\$112,400.00	\$95,540.00

Signature: _____ **Date:** _____

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